

Message Text

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PAGE 01 CAIRO 09991 041540Z
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TAGS: SGEN, SOPN, EG
SUBJECT: EXAMPLES OF GOOD CORPORATE CITIZENSHIP

REF: STATE 51579

1. EXAMPLES OF "GOOD CORPORATE CITIZENSHIP" OF WHICH
WE ARE AWARE INCLUDE THE FOLLOWING:

- A. DONATION BY OIL EXPLORATION COMPANY OF MORE
- THAN 150 EMPTY OIL DRUMS TO ASSIST LOCAL COMMU-
- NITY IN CLEAN-UP CAMPAIGN. AVAILABILITY OF
- DRUMS AS REFUSE DEPOSITORIES, AND EXAMPLE OF
- COMPANY IN PROVIDING THEM, MADE IMPORTANT CON-
- TRIBUTION TO SUCCESS OF LOCAL EFFORT.
- B. OFFER BY OIL MARKETING FIRM OF PRIZE FOR BEST
- NOVEL WRITTEN BY LOCAL AUTHOR WITHIN STATED
- PERIOD. COMPANY ALSO PUBLISHED AND DISTRIBUTED
- HUNDREDS OF COPIES OF A WELL-PRODUCED BOOK ON
- LOCALLY RELEVANT HISTORY AND CULTURE.

IN BOTH CASES, COMPANIES INVOLVED BELIEVE THEY BENEFIT-
TED IN TERMS OF OVERALL PUBLIC RELATIONS IN HOST COUNTRY,
ALTHOUGH THIS IS DIFFICULT TO MEASURE CONCRETELY.

2. MOST AMERICAN FIRMS WITH SUBSTANTIAL PRESENCE IN COM-
MUNITY ALSO MAKE REGULAR CONTRIBUTIONS TO LOCAL CHARITABLE
ORGANIZATIONS OF VARIOUS TYPES. EILTS

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NNN

Message Attributes

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